

JIGSAW

COBHAM

Design: Barber Design
 Opening date: April 2017
 Store size: 90 sq m



Fashion clothing retailer Jigsaw has unveiled its latest store in Cobham, Surrey. Each Jigsaw store is designed to have its own look and feel rather than a uniform identity, which means it can also be sympathetic to the building and street that it is situated in.

Barber Design has continued its partnership with the retailer, delivering this latest store concept in Cobham. 'Our involvement was to design and detail the shop and develop a range of fixtures which can be used for future rollouts. We were involved in specifying all materials >

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and finishes and worked closely with the Jigsaw retail team to develop and finalise the store with the contractors. This included regular meetings and site visits during and once the store was complete to handover,' says Doug Barber managing director of Barber Design.

The concept was developed to appeal to a fashion conscious audience in the Cobham area. 'We wanted it to look sophisticated rather than funky. The sales space is open and inviting with a luxurious fitting room and chill out space,' continues Barber.

All of the items designed for the store were bespoke, including hanging rails and mid-floor furniture. Barber Design specified Tom Dixon feature lighting and changing room fabrics as well as furniture. In addition, concrete lighting pendants were specified over the cash tills and in the changing rooms. Classic 1970's furniture was sourced and refurbished to add in special features to the store. Specialised artwork has been introduced in store which is also for sale.

'We introduced a clean and contemporary palette of colours to the shop and we used found furniture which was refurbished to "good as new". Overall the store is clean and contemporary with a Jigsaw twist on its Style and Truth campaign,' says Barber. **RF**

